

Message Text

UNCLASSIFIED

PAGE 01 TOKYO 02861 050918Z

16

ACTION EA-10

INFO OCT-01 ISO-00 EB-07 (ISO) W
----- 025101

P 050830Z MAR 75

FM AMEMBASSY TOKYO

TO USDOC WASHDC PRIORITY

INFO SECSTATE WASHDC 8446

UNCLAS TOKYO 2861

FOR OIM/WELCH

E.O. 11652: N/A

TAGS: BEXPJ JA

SUBJECT: CGP (LEISURE LIVING) APRIL 16-19, 1975

REF: CHAMBERS/STRONG MEMO DATED JAN 31 RE CLASSIC PRODUCTS INTL

1. SINCE CLASSIC PRODUCTS' MAIN LINE IS AUTOMOTIVE, TRADE CENTER CONCURS WITH FIRM'S PARTICIPATION LEISURE LIVING SHOWM AUTOMOOBILE IS CONSIDERED LEISURE/HOBBY ITEM IN JAPAN AND, CONSEQUENTLY, THERE IS SOME RELEVANCE TO THIS SHOW. MARKET PROMOTION STRATEGY WILL CONCENTRATE ON ONLY ONE OF FIVE END-USER INDUSTRIES LISTED IN ITEM 8 OF CLASSIC PRODUCTS' MARKETING DATA FORM, I.E., CONSUMER RETAIL OUTLETS. HOWEVER, TRADE CENTER WILL CONDUCT LIMITED PROMOTION TO AUTOMOTIVE INDUSTRY.

2. LAST FOUR ITEMS LISTED ON CLASSIC PRODUCTS' PA FIT MORE APPROPRIATELY INTO HOUSEHOLD PRODUCTS SHOW, BUT CLEAR DISTINCTION BETWEEN THE TWO SHOWS CANNOT BE DRAWN. SOME PRODUCTS WILL BE EXHIBITED IN LEISURE LIVING SHOW WHICH COULD ALSO APPROPRIATELY BE INCLUDED IN HOUSEHOLD SHOW. FYI: TRADE CENTER WILL CONDUCT SINGLE DIRECT MAIL CAMPAIGN WITH ONE INVITATION LETTER AND COMBINED SHOW FLYER.

3. PLS ADVISE VIA RETURN PRIORITY CABLE NUMBER OF U.S. FIRMS REPRESENTED
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BY CLASSIC, THEIR NAMES AND ADDRESSES, AND FOR FUTURE DOCUMENTATION

EMC PARTICIPATION, PLEASE ALWAYS ENSURE TC HAS THIS INFO.
HODGSON

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NNN

Message Attributes

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